

LODGE SAYS LEAGUE CITY IS PARTNER IN IS NOT PARTY ISSUE STATEN ISLAND LINE

Tells Audience in Brooklyn It Was Foisted by Wilson on Democrats.

SAYS COX BOWED TO IT

Verbal Barrage on Defenders of Article X. Received with Heavy Applause.

Thrilling his audience in the Brooklyn Academy of Music last night as he had thrilled a Manhattan audience the night before by his pronouncement that Americans never would stand under the "mongrel flag," Senator Henry Cabot Lodge pictured America as the "greatest asset for civilization in the world," without the necessity of participating in any League of Nations.

The Massachusetts Senator drove spike after spike into the guns of the pro-leaguers with a force that moved his audience to continuous interruptions of applause. His condemnation of Article X, because of its dangerous war obligation was received with an approbation vouchsafed just as strongly to his reference to the "vassalage" of Gov. Cox to "Lord" Wilson, and—what was new and unusual in the Lodge anti-league speeches—a detailed, scathing denunciation of the Administration's waste and extravagance during the war.

Before touching on other domestic or foreign issues Senator Lodge made a personal plea for the reelection of James W. Wadsworth as Senator from New York.

"He has a larger promise as a young man than any man in the Senate," he declared. "He is also a man of courage, and there is nothing more important to a State than to have a man with at all times has the courage of his convictions. A State can afford much better to have a man who occasionally will vote against what seems to be the popular desire of the moment than one who is continually looking about, and over his shoulder, and behind, to try and guess which crowd is the biggest."

The league is not a party issue, the Senator remarked, relating how a colleague who for years has been a Democrat now considers that for the third time the Republican party is to be the instrument for the country's salvation. The league idea is not the Democratic party, but Mr. Wilson's, the Senator added.

How Cox Fell in Line.

Mr. Cox went to the White House, and, like the other old friends of the day, he put his two hands between the lord's knees and swore allegiance. And it is his now, as much as Wilson's—not as much, because of course, Mr. Wilson made it. But he follows it, and therefore when I am discussing Mr. Wilson and his views I am discussing Mr. Cox, and I save trouble not to mention it, because I like to get at the real man who did it.

Mr. Cox said the other day that he did not approve of the cry, "America first," that it was like the German cry, "Deutschland über alles." He saw no distinction apparently between Americans holding America first and the country which proposed to establish its primacy over all other nations, for which we have no ambition at all. I wanted to ask him, and I hope somebody will before he gets through, if he says it again, if we are not to say America first, first in our hearts, first in our aspirations, first in our hopes, what country is first in Mr. Cox's feelings? "Our ineluctable that they hold up is not such a terrible thing. We have not failed to do our duty to the world when the great call came. We never shall fail. We have been alone in the world for more than any other nation. We have been in our Revolution. A great debt. We ought never to forget it. We never have forgotten it. In part we have tried to pay it. In the part we have tried to pay it. We have been in the world, and sympathetic to us in the civil war. Go back over the history of the United States, from the day of the Declaration of Independence to the present moment, and tell me how much help we got anywhere else from anybody else."

"Think one moment what an asset the United States to-day—America as we put it—what America is in the world, just as she is, without any leagues or any alliances. She is the greatest asset for civilization, for freedom and for the hope of peace that exists, just as she stands to-day. They suggest that we might not be able to get it. Well, we have got on pretty well without being in, but let me tell you that they will take us on any terms we choose."

What England Wants of U. S.

"Lloyd George told a deputation of pro-leaguers the other day in London that they could not have an international force and an international army to be commanded and ordered about by the league, because we had not come in. What did he expect from us? Men and money; that is what he expected. Very well, do you suppose they would try to shut us out? Suppose they did? But they never will."

"I want to see an association of nations made, or a league or an entente, or anything you choose to call it, but an agreement among the nations, a real agreement for the real promotion of peace. But I do not want any alliances. We will preserve peace better if we do not meddle in every quarrel that is going on and preserve it better by holding ourselves aloof, coming in in a large, generous and disinterested way. We sent two million men to France. We had two more million in camp, ready to go. We lent them ten million dollars. We threw our sword into the wavering scale and bore it down on the side of civilization and justice. We helped to win the victory, largely, greatly helped, and then when they met around the council board we asked for nothing. We did not ask for a foot of territory. We did not ask for any repayment in money. A few ships to replace those that had been sunk by submarines was all that we got under the treaty. We asked nothing, we got nothing. I am glad we didn't."

"Everybody else did (laughter). They all took what they needed in one way and another (laughter) or what they could get. Now, as we have taken nothing, we are asked to give, and I say, and I think, it is neither selfish nor unreasonable that when we take nothing and ask nothing, but are called upon to give, we should have the right to say what we shall give, under what terms and when, and I am content to leave the decision of this great question to the American people."

WOMAN CANDIDATE SPEAKS.

Miss Harriet May Mills, Democratic candidate for Secretary of State, arrived yesterday from Syracuse and last night made her first speech at the Miami Club, 1461 Lexington avenue. She was received by a delegation of women at the train and was escorted to the headquarters of the Women's Non-Partisan Committee in the Pennsylvania Hotel. She will be here ten days, speaking in all the five boroughs.

Board of Estimate Adopts Plan of Joint Operation for Street Cars.

TO START IN DECEMBER

Will Charge Five Cent Fare and Divide Profits With Midland Company.

New York city went into the railroad business yesterday when the Board of Estimate unanimously voted to give to Grover Whalen, Commissioner of Plant and Structures, power to operate the Staten Island Midland Company jointly with Jacob Brenner, Federal receiver of the line. The railroad will be ready for operation about December 1 and marks the city's first actual venture in running a street car line.

The agreement reached is that a five cent fare will be charged, and the municipality will find out from experience whether a railway can be operated successfully at that price. The Richmond Light and Power Company is to furnish power at cost and profits are to be divided equally between the city and company.

Henry H. Curran, Borough President of Manhattan, said that while he voted for the agreement worked out by the receivers and the court, the railroad would get all the fat and the city all the lean. Mr. Whalen explained the company would not get any fat unless there was profit and that if there was the city would get its share.

Comptroller Craig said the contract was the best the city could make in the circumstances and that it was necessary for the welfare of the people of Staten Island that the road be put into operation without delay. Children in a large section now are experiencing great difficulty in getting to school. The Comptroller suggested as modification of the contract that the city's liability be defined more clearly, and that was done. Several members of the board made suggestions of minor changes they believed should be made in the agreement and each member explained his vote. The Mayor simply had voted for the contract, but after all the explaining had been done he said:

"Wait a minute. I was satisfied at first to vote aye, but as every one is explaining his vote I wish to explain mine. The reason I vote for the contract is because I believe the people of Staten Island must have transit, and the traction bosses would not allow us to run buses. If the \$300,000 appropriated to-day in connection with this contract was for buses we would be met at once with an injunction. The appropriation is for equipment. Twenty-eight cars will be purchased at once."

NEGRO ON TRIAL FOR SLAYING AGED COUPLE

Accused of Murdering Man and Wife in Holdup.

John Pedro Bulgo, negro, was placed on trial for his life yesterday before Supreme Court Justice Aspinwall in Brooklyn, accused of the murder of Mr. and Mrs. Edward Johnson, 852 East Twenty-ninth street, Flatbush.

It is charged that Bulgo on July 4 broke into the Johnson home for the purpose of robbery. Johnson, who was 69 years old, heard noises down stairs and, arising from bed, picked up an old rifle and investigated. The intruder tore the rifle from his hands and clubbed him with it. His wife, 65 years old, went to his assistance and was beaten. She died a few hours afterward. Her husband died on July 11.

Bulgo appeared in court nattily dressed. It is charged that he had worked in a coal yard near the Johnson home and had been heard to say that he needed money badly so that he could furnish bail for his sweetheart, who had been arrested. Mrs. Johnson's description of her assailant is declared to fit Bulgo.

RECEIVER IS ASKED FOR FARMER ORGANIZATION

Creditors of American Cooperative Association Act.

Special Despatch to THE NEW YORK HERALD. MILWAUKEE, Oct. 18.—Creditors of the American Cooperative Association, organized under the Wisconsin cooperative law, have asked for a receiver. The association, one of the largest farmers' general business cooperative organizations of the United States, had a capital of \$5,000,000, of which \$1,000,000 have been paid in. The company has between 14,000 and 15,000 members and operates seventy-eight branches in Wisconsin, Indiana, Kentucky, Illinois, Washington, Wyoming, Nebraska and South Dakota. There are forty-six branches in this State, with 12,000 members.

It is said the request for a receiver was made by creditors, charging mismanagement which threatened to throw the institution into bankruptcy. Bloodgood, Kemper & Bloodgood, attorneys of the association, are the largest creditors. Their claims aggregate about \$100,000.

The American Cooperative Association only recently became the storm centre in farm and State politics because of alleged attempts to merge with the American Society of Equity. Plans are under way to organize farm stock holders of Wisconsin to protect their interests in receivership proceedings, according to reports.

The assets of the association, it is said, are valued at between \$800,000 and \$1,000,000. The association was founded in 1915 at Waupun, but moved to Milwaukee in 1918.

ANARCHY TRIAL OPENS.

Two Charged With Publishing Communist Manifesto.

After consuming two weeks in the selection of a jury the trial of Charles E. Ruthenberg of Cleveland and James E. Ferguson, a Chicago lawyer, charged with criminal anarchy, began in the criminal branch of the Supreme Court before Judge Bartow S. Weske yesterday. Ruthenberg and Ferguson are alleged to have been associated in the publication of the Communist Manifesto which was printed in the Revolutionary Age of July 5, 1919.

Ferguson is defending himself and his associate. Assistant District Attorney Alexander I. Rorke is prosecuting the case.

ROBBERS ESCAPE IN FIGHT.

HORNELL, N. Y., Oct. 18.—Police and yeager fought a running battle in the streets of this city this morning after the robbers had blown to atoms a safe in the box office of the Shattuck Opera House and escaped with more than \$1,000. One of the men, weighted down with a bag of silver stolen from the safe, was captured, but his pal escaped.

"Fords—Packards—Fiats" All One Price Choose!

You would consider it rather strange if you were told that you could have your choice of any automobile at a standard price. Yet this condition rules in one important industry. You can have your choice of any advertising agency at a standard price.

When you buy other goods—like automobiles, clothing, food, hotel service, etc.—you consider both the price and the quality. But when you buy the services of an advertising agency only the quality need concern you, because everybody charges the same.

Selling the services of an advertising agency is unlike the selling of any other commodity. When we sell the product of Hoyt's Service, Inc., we are allowed to consider only one thing: namely, the quality of the product, because the price is set for us by standardized practice. In no other business that we know about does the seller have nothing to do with the price of his product.

Those in advertising circles who are posted agree that our firm may be counted among the leaders in the business. They do not agree as to the reasons for our progress.

If We Should Tell You the Secret

If you should ask one of us, we would tell you it is a sort of family secret. This secret, however, will not help you in your business unless you happen to be in the advertising agency business. If you prevailed upon us to tell you the secret, it would be about as follows:

Some few years ago we grasped the meaning of this peculiar situation, this apparent disregard of all fundamental laws of Economics. We saw that it afforded us great possibilities in making Hoyt's Service, Inc., a leader. The possible result brought about by this defiance of the laws of supply and demand is not new. Ralph Waldo Emerson had the same idea when he wrote his famous essay, "Compensation."

This, then, is the secret of our success—the belief that the advertising agency which delivers the best must be the most successful. An advertiser does not have to consult his pocketbook before buying the services of an advertising agency, because he can, if he only will, buy the best in the market at the same price.

We then decided to give the best possible service that money plus brains could secure. At first our net income might suffer, but soon our gross income would meet that issue. There are many places in Hoyt's Service where we could skip and cut our costs if we were satisfied to render ordinary service.

Thus, we could get along with a much less expensive Department of Commercial Research. We could run this department with ordinary people; instead of which we have the best facilities which money can buy. Indeed it is not even necessary to have such a department at all, because many

agencies conduct their business without such departments. Unfortunately for them, general practice makes it necessary that they charge just as much for their services as we do. Their customers pay the same price as our customers.

Probably the average advertiser, using an advertising agency, never heard of a Mechanical Department. This department merely buys the plates from which the advertisements are printed. Many agencies do not consider this department of great importance. Some have at the head of it a young man who has been a capable office boy, whose value has been expressed in a few increases, until he rises to a position where he must be recognized, so they make him the head of their Mechanical Department.

At the head of our Mechanical Department is one of the best-paid men in this profession. He is well enough equipped, through long training, to take charge of the mechanical end of a big publishing house. Our clients buy art work for which they pay hundreds of dollars. If it were possible to show these original paintings or drawings to each reader of a magazine, we would not need a high-grade Mechanical Department. Actually what is done is to show a reproduction of these paintings. They are run on heavy presses at a rate of 3,500 per hour, on light-weight magazine paper. The reader sees either a good or bad reproduction. The skill of the Mechanical Department determines the results. So, as a part of our method of securing success, we deliver to our customers extra value in mechanical work. They pay us the "standard-same-as-charged-by-everybody-else" agency price.

This Department Has Never Made a Profit

Most agencies maintain an Art Department. It is a tradition that art is the profit-maker for agents. Our cost system gives the Art Department credit for everything it does. We do not ask the Art Department to speculate at its expense. Yet this department has never made a profit. Why? Because we employ skillful art supervision and high-priced art-idea people or visualizers. Because we run this Art Department to give extra value to our customers. But the customer pays us the "standard-same-as-charged-by-everybody-else" agency price.

Our methods for insuring success do not stop at cases like the above, which cover the technical side of the business. In order to qualify and be called an Advertising Agency we could employ mediocre men and women to do the conventional, or usual, agency work: such as copy writing—conference work—the building of merchandising ideas—plan building—and the various things which have to do with the contact between the agency and the advertiser. When you patronize an advertising agency you really buy Quality of Brains. If you buy a sufficiently high quality you secure the sort of help which will lead you up to bigger things in marketing.

And so, when we considered this peculiar situa-

tion in the agency business, namely, that everybody charged the same price, we said: "Here's the open opportunity for success: Supply the proper quality of brains, and charge your customers the same as all the other agencies."

We did not interpret this to indicate that we should go about the country hiring so-called "stars" trained by somebody else, who often proved to be grandstand players. We did not believe that the way to give this extra measure of brain-quality meant to hire only the "satellites of advertising," whose speeches for years have been "rattling the rafters of banquet halls." We did not understand this need of advertising—(marketing)—brains to mean that we should select only those whose wisdom often appeared in the magazines devoted to advertising. We did not even make it an essential, for employment in an important position by Hoyt's Service, Inc., that a man's name should appear in the advertising blue-book or "Who's Who."

"But," said we, "there is a wonderful opportunity to succeed, because of the standard price, if we employ men and women who have common-sense ideas about marketing, who are real merchants."

Our Plan Board Supplies Trained Judgment

Our Plan Board supplies, for every important problem that comes up, the brains of from four to six trained men of judgment. It is not necessary, in order to be called an advertising agency, that we should have a Plan Board. We could get along without this Plan Board, permitting its members to do other work, and supply the brains of only one or two men who happened to be active on each account. Indeed we could even permit the head of this concern to do all the deciding on marketing policies. But we would often err if we did. We prefer to give a better, more complete service, a fuller measure to the customer, who pays to us only the "standard-same-as-everybody-else" agency price.

And so, to repeat, the reason why in a few years we, having started from a standing start, have landed among the leadership group of the advertising agencies of America is that we have realized that the only place in which there can be competition is in the quality of product delivered.

The one way in which we can prove that we do deliver that hard-to-define commodity called "satisfactory service" is to point to the results which we have delivered to our present customers. Then, having proved that we have given full measure to date to these customers, our remaining task is to prove that we can continue delivering up to that standard.

Will you give us an opportunity to tell you about the methods under which Hoyt's Service, Inc., delivers full measure of advertising agency service, and at the "standard-same-as-everybody-else" agency price?

Will you call at one of our offices, or invite us to call at yours?

Clients of Hoyt Service, Inc.

Art Metal The name of ONE company—not of an industry	Jamestown, N. Y.
Beacon Falls Rubber Shoe Co. Top Notch Rubber Footwear	Beacon Falls, Ct.
Belle Mead Sweets Makers Sweets That Satisfy	Trenton, N. J.
The Billings-Chapin Company U. S. N. Deck Fats	Cleveland, Ohio
Joseph Burnett Company Burnett's Vanilla and Extracts	Boston, Mass.
Churchill & Alden Co. Religion and Tragic Shoes	Brockton, Mass.
Compania Nacional de Perfumeria Hiel de Vaca Soap and Powder	Havana, Cuba
Cordley & Hayes XXth Century Water Coolers and Fibrota Ware	New York City
Cutler Desk Company "They Express Success"	Buffalo, N. Y.
Frank E. Davis Company Mail Order Fish "Direct from Fishing Boats to You"	Gloucester, Mass.
Dentinal & Pyorrhoeide Co. Pyorrhoeide Tooth Powder	New York City
The Dry Milk Company Krafts Milk Flakes	New York City
Farnsworth, Hoyt Company Red-line-in Shoe Lining Makes Shoes Wear Longer	Boston, Mass.

The A. C. Gilbert Company Gilbert Toys and Polar Cub Fun	New Haven, Ct.
Greist Mfg. Co. Mechanical Specialties	New Haven, Ct.
The O. L. Hinds Company "Broadwiner" Children's Play Clothes	Burlington, Vt.
Hoffman Specialty Company Hoffman Values—"More Heat from Less Coal"	New York City
The Ives Manufacturing Corp. Ice Trains	Bridgeport, Ct.
Klinker Manufacturing Co. Coco Bloom, Coco Butter Cream	Cleveland, Ohio
Kryptok Co., Inc. Kryptok Invisible Bifocals	Boston, Mass.
Daniel Low & Company Mail Order Jewelry and Gifts	Salem, Mass.
Manhattan Soap Company Sweetheart Soap	New York City
The Manley-Johnson Corp. Fox's Improved Spiral Puttees	New York City
The Mechanics Bank Better Banking Service	New Haven, Ct.
Mercantile Bank of the Americas "An American Bank for Foreign Trade"	New York City
National American Bank 8 West 40th Street, opposite the Library	New York City

Ohio Confection Company Cocacola Ditties—Good—and Good for You	Cleveland, Ohio
Penn. Tobacco Company Smoking and Chewing Tobacco	Wilkes-Barre, Pa.
Phillips & Clark Stove Company Best System One Pipe Furnace	Geneva, N. Y.
The Piso Company Piso's for Coughs and Colds	Warren, Pa.
President Suspender Company President Suspenders for Comfort	Shirley, Mass.
Frank M. Prindle & Company Violets—the name of a Perfumer, not a perfume	New York City
The Printz-Biederman Company Printzes—Distinction in Dress	Cleveland, Ohio
Russia Cement Company Le Pages Glue and Signet Ink	Gloucester, Mass.
Salmqnd, Scrimshaw & Co. Industrial Construction	Arlington, N. J.
Toy Mfrs. of the U. S. A., Inc. American Toys	New York City
Urbana Furniture Company Happy-Tyme Nursery Furniture	Urbana, Ohio
E. S. Wells Estate Rough-on-Rails	Jersey City, N. J.
Geo. B. Woolson & Company Woolson's Economy Expense Book	New York City

Hoyt's Service, Inc.

PLANNED ADVERTISING

116 West 32nd Street, New York

Leader-News Building, Cleveland, Ohio

Third National Bank Building, Springfield, Mass.

MEMBERS: American Association of Advertising Agencies—Audit Bureau of Circulation—National Outdoor Advertising Bureau.